Facebook

Settings -> Your Facebook Information

1 As a social media user, how has your behaviour on social media changed over time?

* Increased – groups -> Being a university student involves constant group work. These group discussions are often conducted over social media platforms.
* Increased – relationships -> With a greater friend circle comes the need of high social media usage rate
* Increased – communications -> Relates back to the need of increased communication to cater to university group assignment requirements

2. What are some potential implications on business relying on social media data for business insights?

* Relationships – directly liaising with target market
* Conversations
* Presence

A successful solution would be the implementation of a food donation app.